

## MBA -MARKETING PROJECT TOPICS- 2023

S.NO	PROJECT NAME	REFERENCE COMPANY
1	Advertising and Sales Promotion	VI MOBILE NETWORK(IDEA)
2	Advertising Impact on Customer	AIRTEL
3	Advertising Impact on Customer	HERO MOTOCORP
4	Analysis of Product & Services	BANK OF BARODA
5	Brand Activation	AIRTEL CELLULAR
6	Brand Awareness and Perception	BAJAJ ALLINZ
7	Brand Awareness	AIRTEL
8	Brand Awareness	BIG TV
9	Brand Awareness	COCACOLA
10	Brand Awareness	GETIT INFOSERVICES
11	Brand Awareness	HDFC BANK
12	Brand Awareness	HERITAGE FOODS
13	Brand Awareness	INDIA INFOLINE
14	Brand Awareness	KESHAWA CEMENT
15	Brand Awareness	KOTAK MAHINDRA BANK
16	Brand Awareness	MAHINDRA XYLO
17	Brand Awareness	MARUTHI SUZUKI
18	Brand Awareness	SAMSUNG ELECTRONICS
19	Brand Awareness	TATA MOTORS
20	Brand Awareness	YES BANK
21	Brand Equity	COCACOLA BEVARAGES
22	Brand Image	APOLLO TYRES
23	Brand Image	ASIAN PAINTS
24	Brand Image	HERO MOTOCORP
25	Brand Image	HYUNDAI MOTORS
26	Brand Image	KESORAM CEMENT
27	Brand Image	TOYOTA MOTORS
28	Brand Image	VERKA MILK PRODUCTS
29	Channels Of Distribution	KESORAM CEMENT
30	Channels Of Distribution	ULTRATECH CEMENT
31	Comparative Analysis Of Marketing Strategies	VODAFONE & AIRTEL
32	Competitor Analysis	ASIAN PAINTS
33	Consumer Awareness and Perception	GENEXT ELECTRONIC BIKE
34	Consumer Awareness	HDFC STANDARD LIFE INSURANCE
35	Consumer Behaviour	HERITAGE FOODS
36	Consumer Behavior	L.G ELECTRONICS
37	Consumer Behavior	TATA MOTORS
38	Consumer Behavior	YAMAHA MOTORS
39	Consumer Buying Behaviour	HDFC STANDARD LIFE INSURANCE

40	Consumer Buying Behaviour	<b>MARUTHI MOTORS</b>
41	Consumer Evolution	<b>HERITAGE FOODS</b>
42	Consumer Evolution	<b>TOYOTA MOTORS</b>
43	Consumer Preferences	<b>NESCAFE COFFEE</b>
44	Consumer Preferences	<b>RELIANCE JIO</b>
45	Consumer Preferences	<b>BAJAJ MOTORS</b>
46	Consumer Preferences	<b>CADBURY CHOLLATES</b>
47	Consumer Preferences	<b>LIFEBOY SOAP- HUL</b>
48	Consumer Preferences	<b>NESTLY CHOCLATES</b>
49	Consumer Preferences	<b>SUNSILK SHAMPO</b>
50	Consumer Preferences	<b>THE HINDU NEWS PAPER</b>
51	Customer Awareness On E-banking	<b>SBI BANK</b>
52	Customer Awareness On E-banking	<b>UNION BANK OF INDIA</b>
53	Customer Awareness On Product	<b>AIRTEL</b>
54	Customer Buying Behaviour	<b>HERO MOTOCORP</b>
55	Customer Perception on Food Online Delivery	<b>SWIGGY</b>
56	Customer Perception on Food Online Delivery	<b>ZOMATO</b>
57	Customer Perception	<b>HERO MOTOCORP</b>
58	Customer Perception	<b>HYUNDAI MOTORS</b>
59	Customer Perception	<b>ZOMATO</b>
60	Customer Perception on Milk Products	<b>AMUL MILK PRODUCTS</b>
61	Customer Preference and Satisfaction	<b>BAJAJ BIKES</b>
62	Customer Relationship Management Indian Retail Banking	<b>KOTAK MAHINDRA BANK</b>
63	Customer Relationship Management	<b>AXIS BANK</b>
64	Customer Relationship Management	<b>CRI PUMPS</b>
65	Customer Relationship Management	<b>HERO MOTOCORP</b>
66	Customer Relationship Management	<b>HYUNDAI MOTORS</b>
67	Customer Relationship Management	<b>ICICI BANK</b>
68	Customer Relationship Management	<b>SBI BANK</b>
69	Customer Satisfaction	<b>AIRTEL</b>
70	Customer Satisfaction	<b>AMUL MILK PRODUCTS</b>
71	Customer Satisfaction	<b>ANATHA PVC PIPES PVT LTD.</b>
72	Customer Satisfaction	<b>BIGBAZAR</b>
73	Customer Satisfaction	<b>DHL LOGISTICS SERVICES</b>
74	Customer Satisfaction	<b>GODREJ</b>
75	Customer Satisfaction	<b>HDFC BANK</b>

76	Customer Satisfaction	<b>HERO MOTOCORP</b>
77	Customer Satisfaction	<b>HONDA MOTORS</b>
78	Customer Satisfaction	<b>HYUNDAI MOTORS</b>
79	Customer Satisfaction	<b>INDIABULLS</b>
80	Customer Satisfaction	<b>LIC</b>
81	Customer Satisfaction	<b>MAHINDRA BOLERO</b>
82	Customer Satisfaction	<b>MARUTHI MOTORS</b>
83	Customer Satisfaction	<b>MCDONALD</b>
84	Customer Satisfaction	<b>ORRA DIAMONDS</b>
85	Customer Satisfaction	<b>PAYTM SERVICES</b>
86	Customer Satisfaction	<b>RELIANCE LIFE INSURANCE</b>
87	Customer Satisfaction	<b>RELIANCE SMART</b>
88	Customer Satisfaction	<b>ROYAL ENFIELD MOTORS</b>
89	Customer Satisfaction	<b>SAMSUNG MOBILES</b>
90	Customer Satisfaction	<b>TATA MOTORS</b>
91	Customer Satisfaction	<b>TATA SKY DTH</b>
92	Customer Satisfaction	<b>TOYOTA MOTORS</b>
93	Customer Satisfaction	<b>TVS MOTORS</b>
94	Customer Satisfaction	<b>VESTA ICE CREAM</b>
95	Customer Satisfaction	<b>VI MOBILE NETWORK(IDEA)</b>
96	Customer Satisfaction	<b>VODAFONE MOBILE SERVICE LTD</b>
97	Customer Satisfaction	<b>YAMAHA MOTORS</b>
98	Customer Services and Satisfaction Level	<b>HDFC BANK</b>
99	Customer Services	<b>ICICI BANK</b>
100	Customer Services	<b>SBI BANK</b>
101	Distribution Channel	<b>AMUL MILK PRODUCTS</b>
102	Distribution Channel	<b>BIRLA CEMENT</b>
103	Impact Of SBI Bank Retail Banking On Customer Satisfaction	<b>SBI BANK</b>
104	Market Analysis LG Consumer Durables	<b>AMRTANSH ENTERPRISES</b>
105	Market Analysis	<b>AIRTEL</b>
106	Market Analysis	<b>HARSHA TOYOTA</b>
107	Market Research On Health Care Products	<b>KAMINENI HOSPITAL</b>
108	Market Research On Retail Industry	<b>HERITAGE FOODS</b>
109	Marketing Management	<b>BRITANNIA BISCUITS</b>
110	Marketing Mix	<b>HERITAGE FOODS</b>
111	Marketing of Banking Services	<b>ICICI BANK</b>
112	Marketing Plan	<b>TATA SKY DTH</b>
113	Marketing Strategies And Customer Satisfaction	<b>SUMSUNG INDIA PVT LTD</b>
114	Marketing Strategy BHARTI AIRTEL And Comparison With RELIANCE INFOCOMM	<b>BHARTI AIRTEL</b>

115	Marketing Strategy	<b>DISH TV DTH</b>
116	Marketing Strategy	<b>HDFC BANK</b>
117	Marketing Strategy	<b>HERO HONDA</b>
118	Marketing Strategy	<b>MAGGI</b>
119	Marketing Strategy	<b>MARUTHI SUZUKI</b>
120	Marketing Strategy	<b>PAYTM SERVICES</b>
121	Marketing Strategy	<b>PUMA SHOES</b>
122	Marketing Strategy	<b>SUNDIRECT DTH</b>
123	Marketing Strategy	<b>TATA MOTORS</b>
124	Marketing Strategy	<b>TATA SKY DTH</b>
125	Marketing Strategy	<b>VIDEOCON DTH</b>
126	Marketing Strategy	<b>YAMAHA MOTORS</b>
127	New Product Development	<b>HERITAGE FOODS</b>
128	New Product Development	<b>KOTAK MAHINDRA BANK</b>
129	New Product Development	<b>LEOLABS</b>
130	Pricing Strategy	<b>ULTRATECH CEMENT</b>
131	Product and Services	<b>BANK OF BARODA</b>
132	Product Development Life Cycle	<b>ICICI BANK</b>
133	Product Performance	<b>MRF TYRES</b>
134	Product Promotion	<b>SAMSUNG ELECTRONICS</b>
135	Promotional Activities	<b>HERO MOTOCORP</b>
136	Promotional Strategies	<b>AIRTEL</b>
137	Promotional Strategies	<b>HONDA MOTORS</b>
138	Promotional Strategies	<b>NOKIA MOBILES</b>
139	Retail Managing	<b>BIG BAZAR</b>
140	Retail Managing	<b>HERITAGE FOODS</b>
141	Rural Marketing	<b>HERITAGE FOODS</b>
142	Sales and Advertising	<b>AIRTEL</b>
143	Sales and Advertising	<b>INDIABULLS</b>
144	Sales And Distribution	<b>HERITAGE FOODS</b>
145	Sales And Distribution	<b>TATA MOTORS</b>
146	Sales Promotional Activities	<b>TATA MOTORS</b>
147	Sales and Service	<b>HERO MOTOCORP</b>
148	Sales and Service	<b>TOYOTA MOTORS</b>
149	Sales Force Management	<b>TATA MOTORS</b>
150	Tele Marketing	<b>FORD MOTORS</b>

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